Hotel Reviews

ANALYSIS REVIEWS OF HOTELS IN EUROPE

(Netherlands,United Kingdom,France,Spain,Italy,Austrlia)

Hotel reviews are gold mine of customer insights for any hotel business. Also, its importance increases by many folds since majority of the future customers rely on the peer reviews while finalizing their stay.

In this Data, we will analyze reviews of the best rated and least rated hotels located within Europe to compare different aspects of rating and review text and monitoring customer behavior.
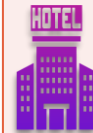
Goals

Comparison of overall rating per Reviewer Nationality

Time Series analysis of review count

The best 3 hotels in each country

The worst 3 hotels in each country

What are the best destination and best hotels for Arab guests, and what were their reviews?

What about business trips, the average days of stay and the most reserved rooms, and do they have special requests during booking
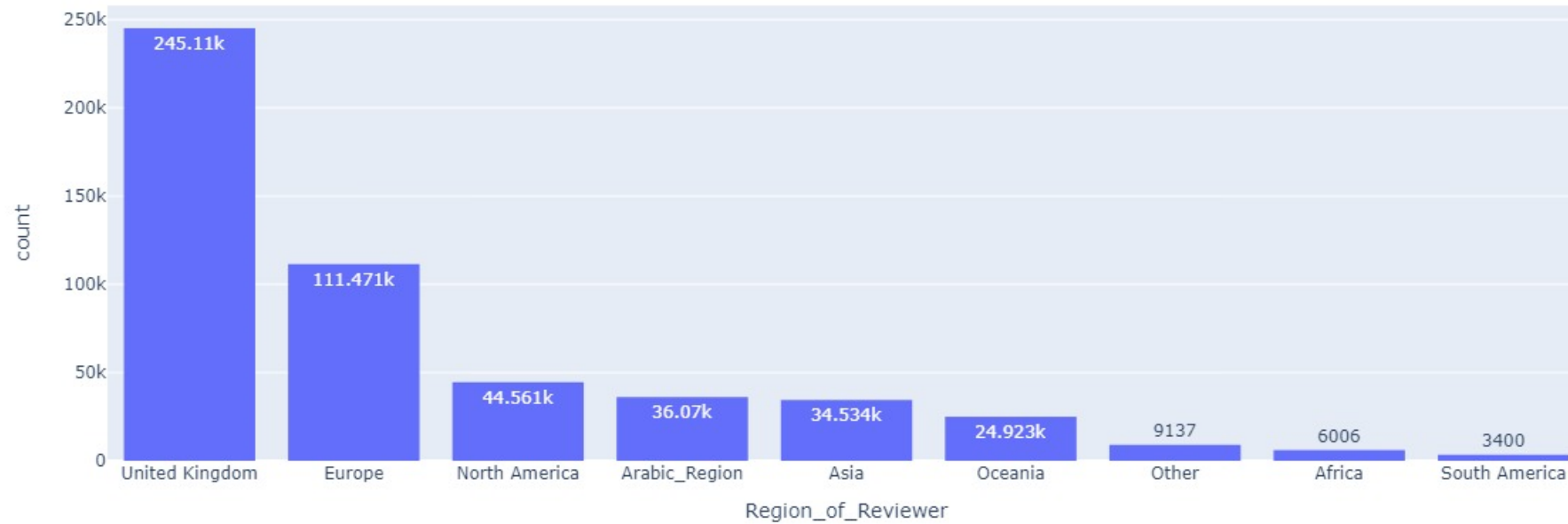
What about the type of guests, whether single or couple

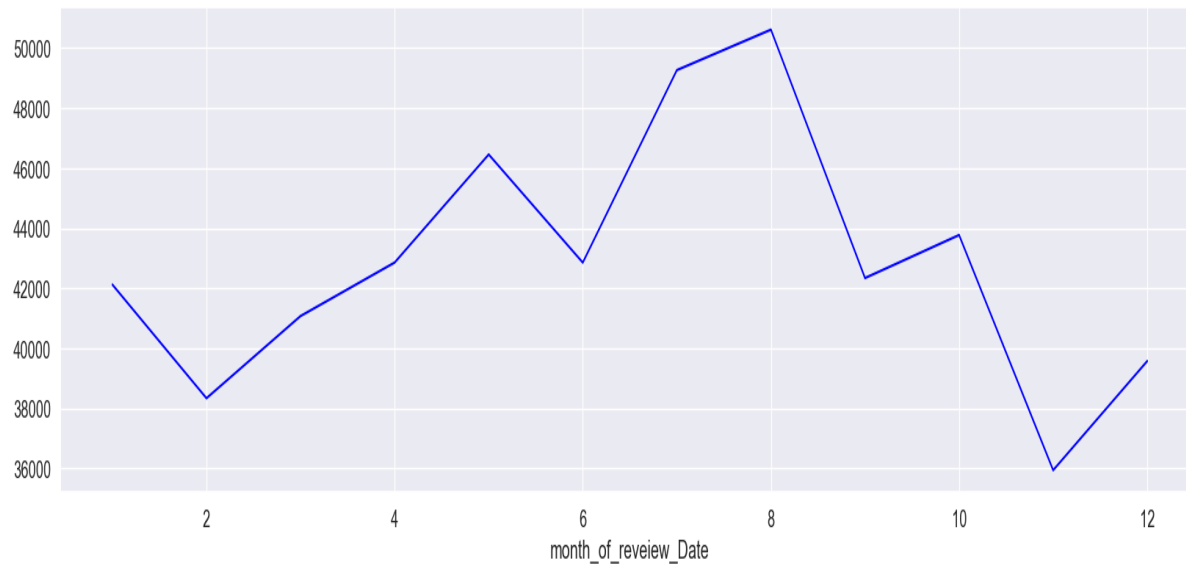**What is the ratio of tourists to non-tourists in the data?**

Comparison of overall rating per Reviewer Nationality: the chart shows the most rated nationalities for hotels
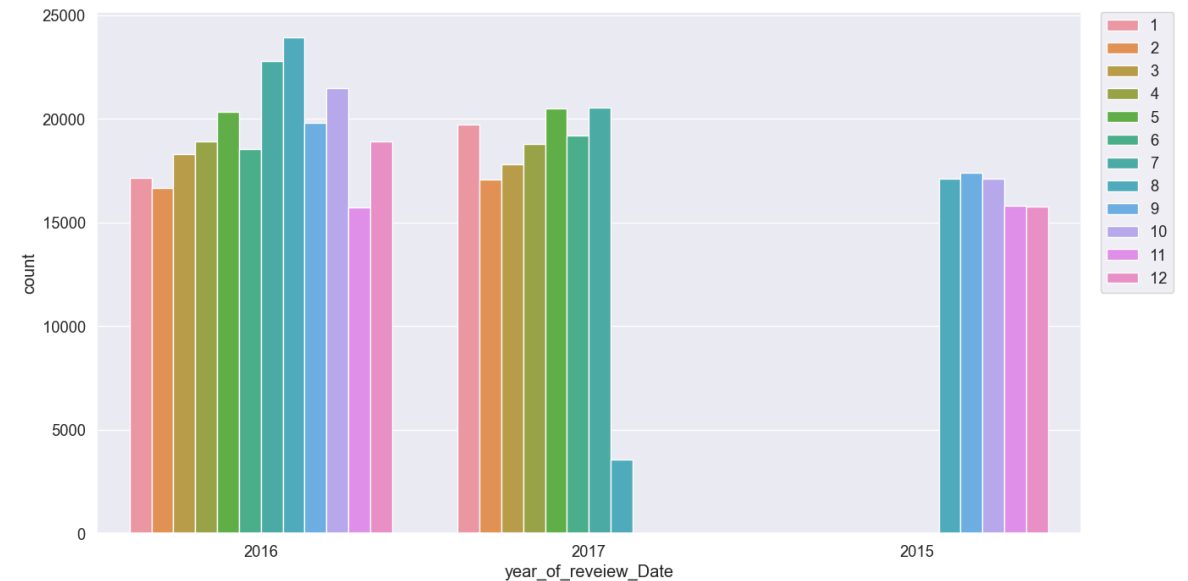

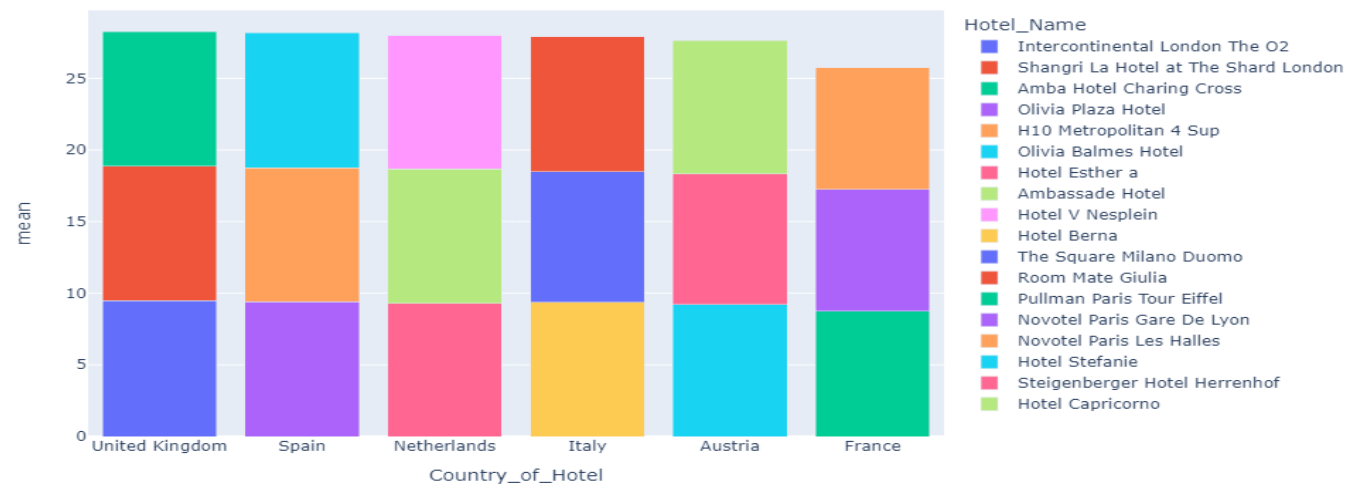Comparison of overall rating per Reviewer Nationality

Trend Month Each Year

Most of people review in the month of August

Distribution Months each year

the best three hotel in each country for staying were selected based on the guests' reviews and according to the number of guests for the same hotel in the data

Country_of_Hotel	Hotel_Name	mean	count
United Kingdom	Intercontinental London The O2	9.471327	2532
United Kingdom	Amba Hotel Charing Cross	9.404220	782
Spain	Olivia Plaza Hotel	9.395969	769
Spain	Olivia Balmes Hotel	9.435375	506
Netherlands	Hotel Esther a	9.310335	1819
Netherlands	Ambassade Hotel	9.386885	549
Italy	Hotel Berna	9.363838	1037
Italy	Room Mate Giulia	9.434893	513
France	Pullman Paris Tour Eiffel	8.745665	819
France	Novotel Paris Gare De Lyon	8.507401	554
Austria	Hotel Stefanie	9.219064	876
Austria	Hotel Capricorno	9.305512	508

the worst two hotel in each country for staying were selected based on the guests' reviews and according to the number of guests for the same hotel in the data


| Country_of_Hotel	Hotel_Name	mean	count
United Kingdom	Britannia International Hotel Canary Wharf	7.397394	4067
United Kingdom	BEST WESTERN Maitrise Hotel Maida Vale	7.308183	721
Spain	Ilunion Almirante	7.443590	234
Spain	Renaissance Barcelona Hotel	7.380000	30
Netherlands	Best Western Blue Tower Hotel	7.682794	773
Netherlands	Royal Amsterdam Hotel	7.672078	154
Italy	Mokinba Hotels King	7.437313	134
Italy	Admiral Hotel	7.316000	25
France	Villa Alessandra	7.196000	25
France	Kube Hotel Ice Bar	6.871429	14
Austria	Best Western Hotel Pension Arenberg Wien Zentrum	7.778771	179
Austria	Hotel Eitlj rg	7.750000	12

Arab Guest

- As for the countries, the most destinations were the United Kingdom, then France and Spain.
- Average number of nights stay 3 nights.
- The rating is from 7.5 to 9.5 Emiratis are the most numerous in all countries except France, the Saudis are more.
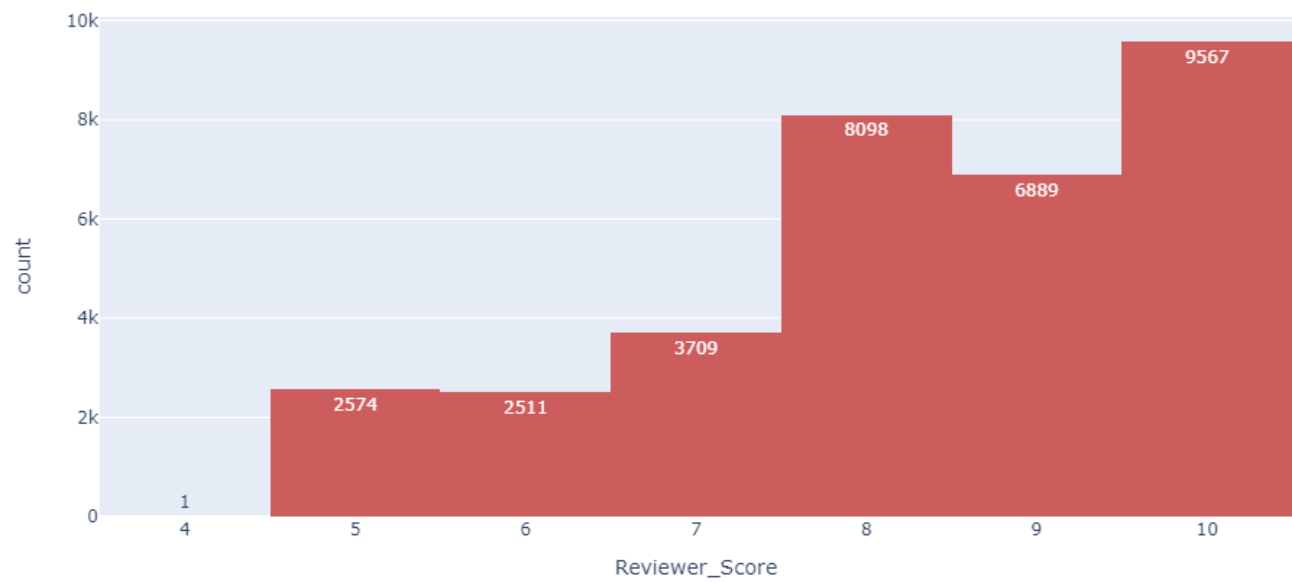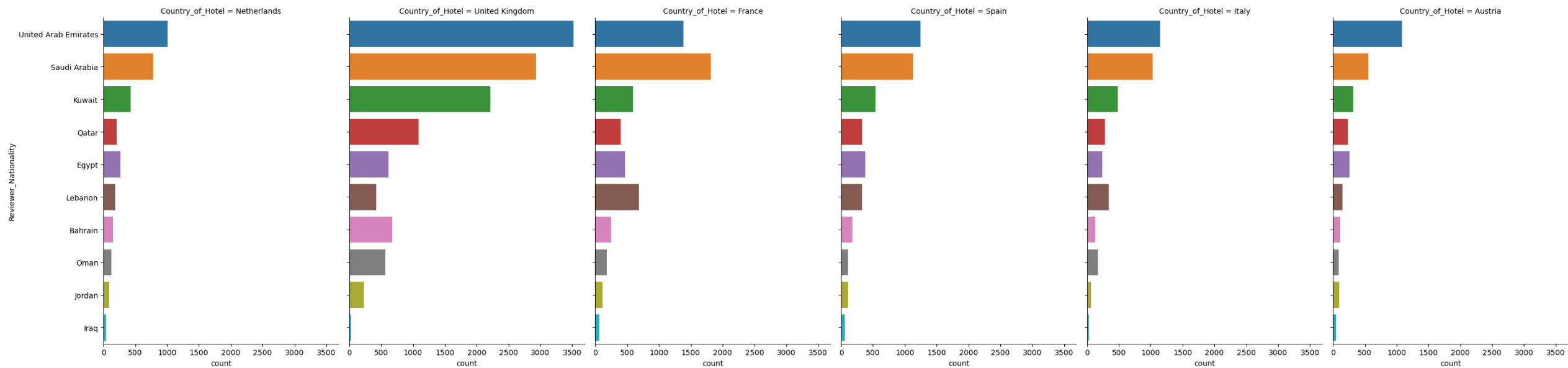
Most destinations for Arab nationalities
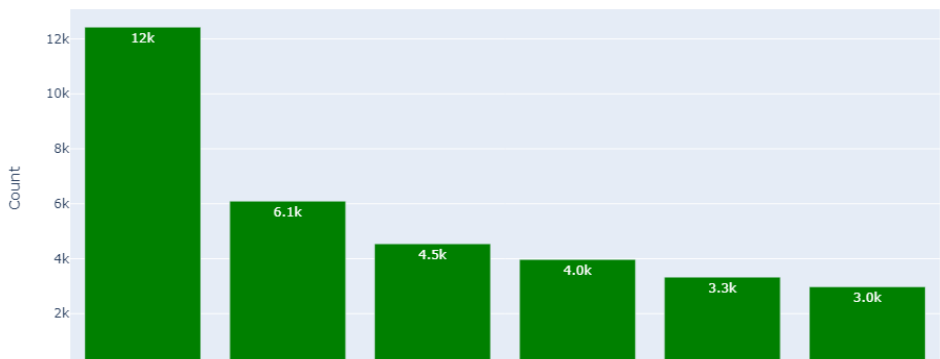
nights Distribution
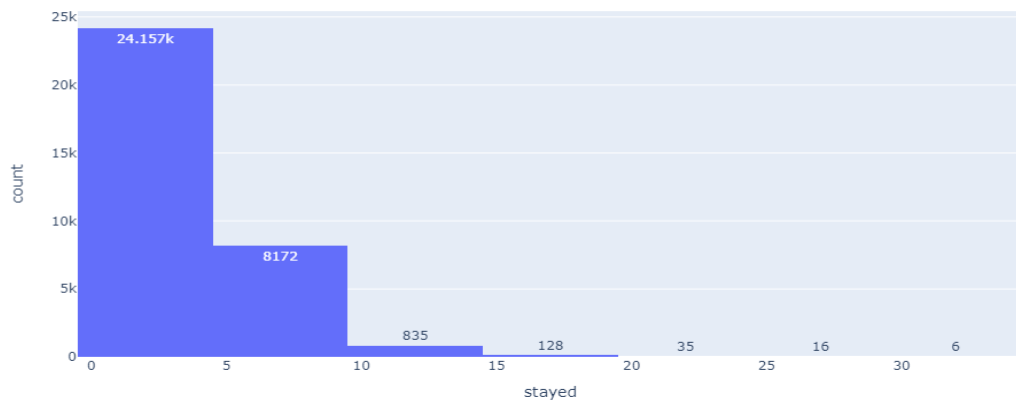
Reviewer_Score Distribution

The majority of Arabs who come to any country
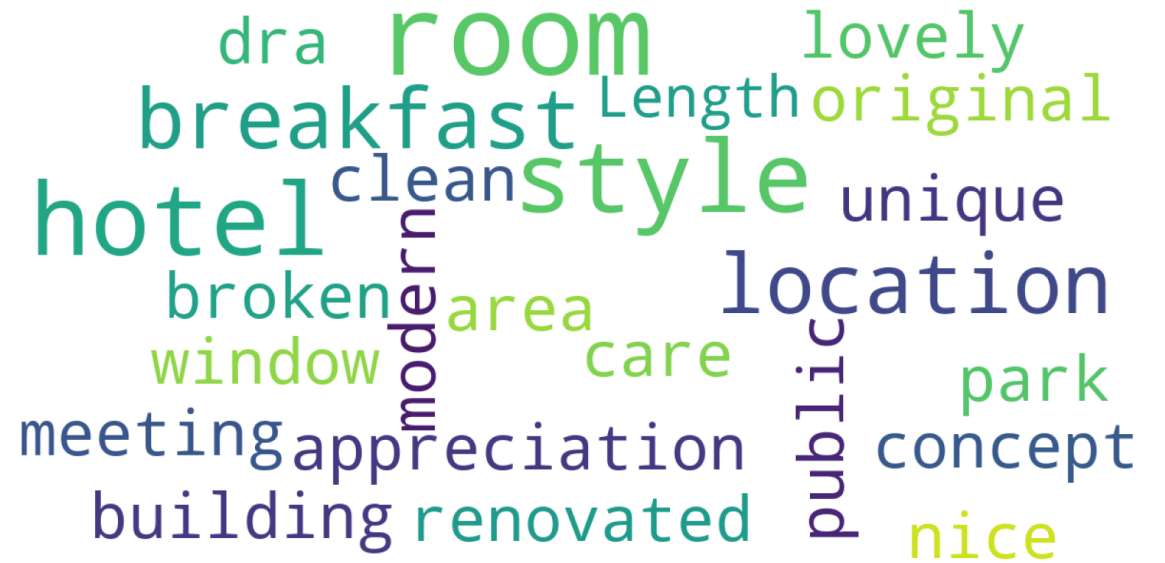
Positive Comment and Negative Comment for Arab

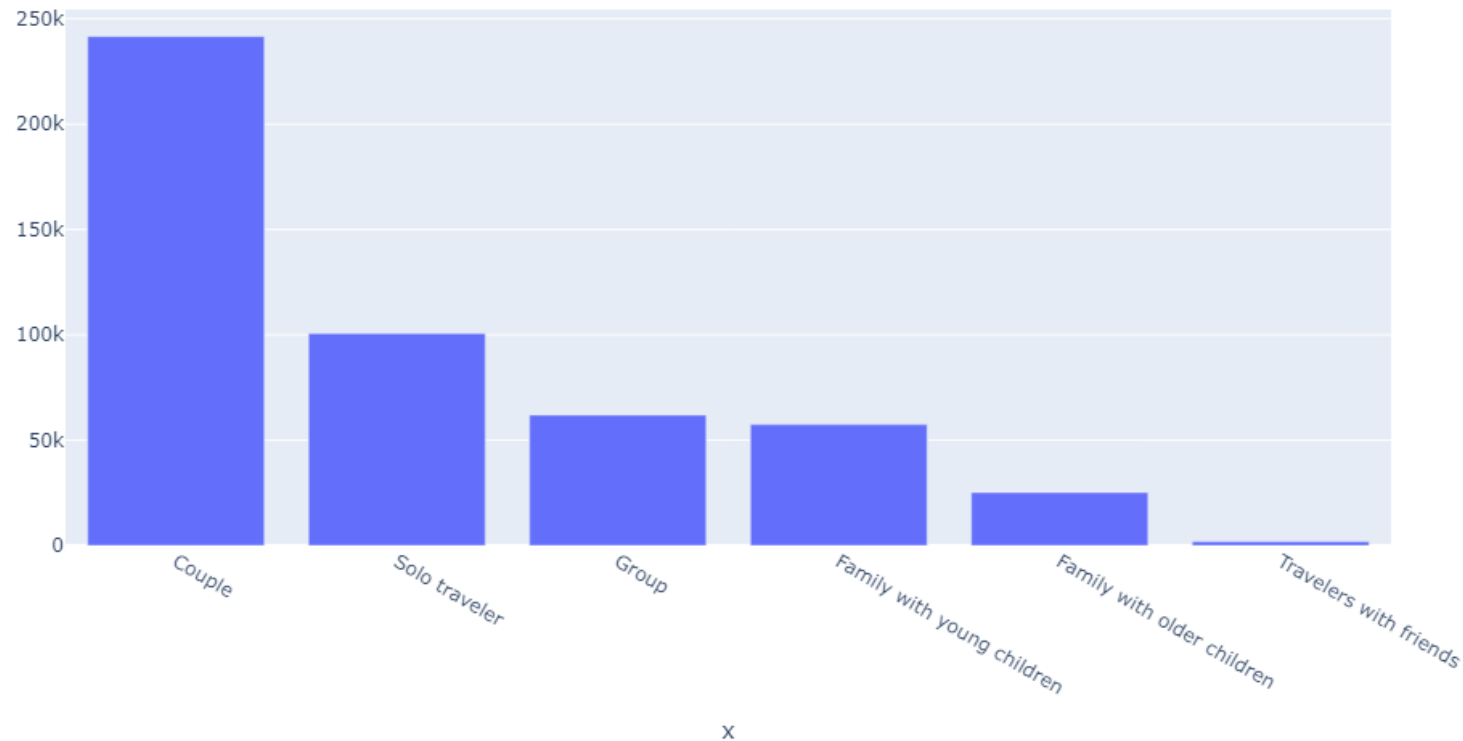## Positive Comment

Negative Comment

business trips

Positive Comment

Negative Comment

What about the type of guests, whether single or couple, what are the most important points that make them happy with the experience, and also what are the most important requests of those who have pets?
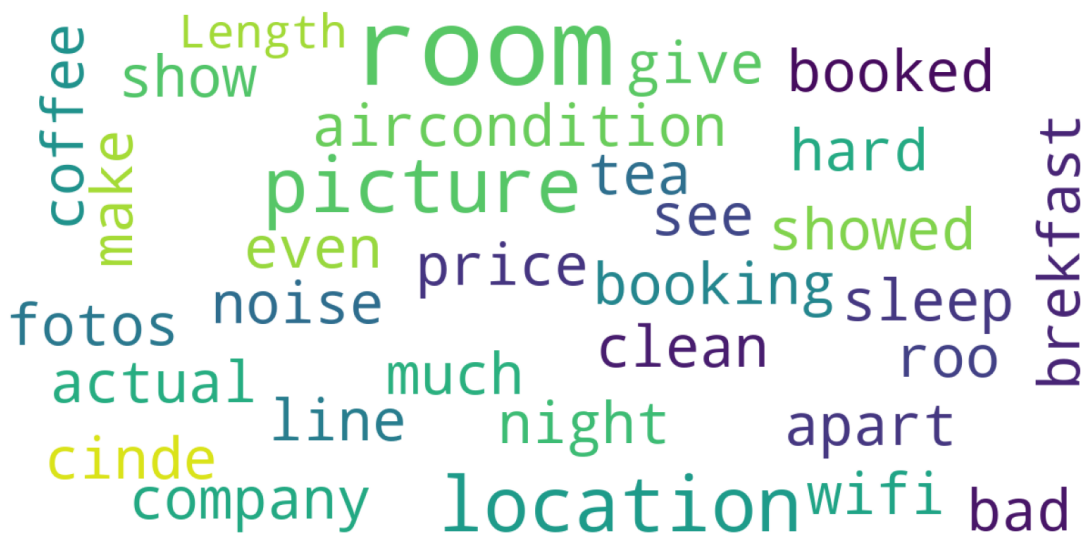

Most of the guests are couples or solo, and couples are more 50% of the data.

Couple

• The couples were not satisfied with the breakfast, tea, and coffee services, and many of them talked about the Wi-Fi service and the rooms, and some mentioned that the pictures of the hotel were not the truth.

• But the couples were satisfied with the location of the hotel, the cheap price, and the location outside the hotel, and romantic.
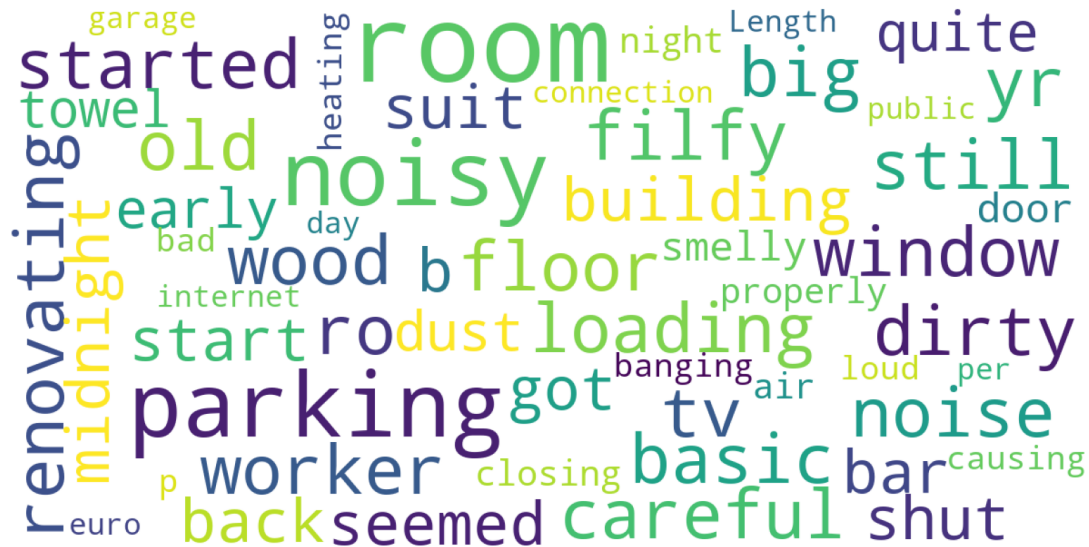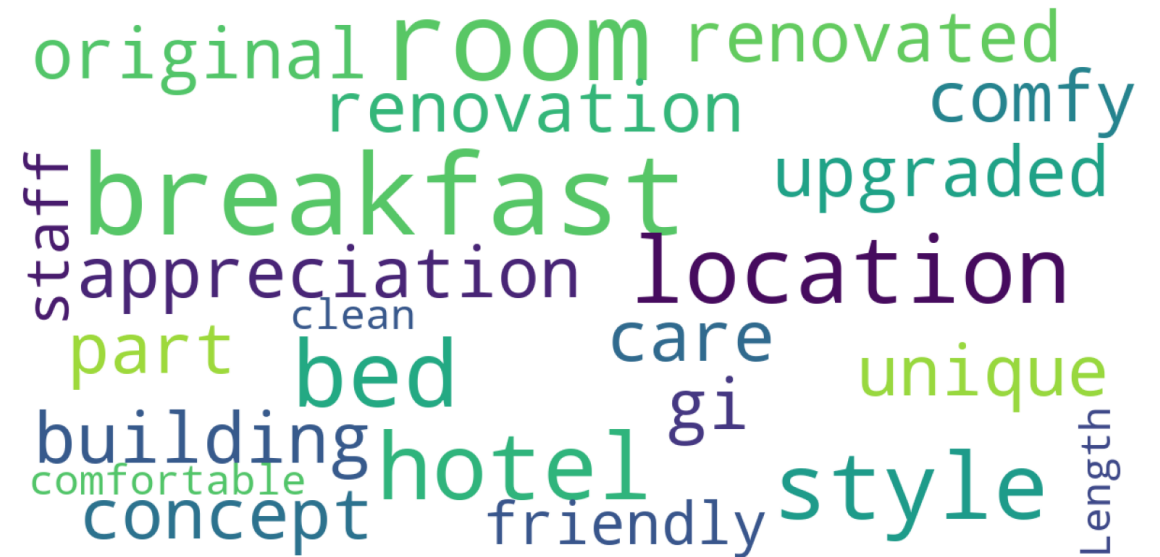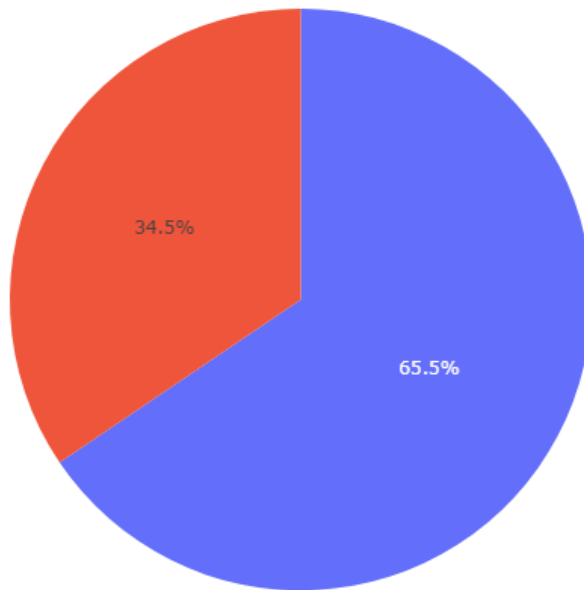

Negative Comment

Positive comment

Solo Traveler

- As for solo guests, the negative comments were more than positive. The negatives were noise, bad smell, uncleanliness, and parking.

- As for the positive, the location was breakfast and the room.

Negative Comment

Positive comment

What is the ratio of tourists to non-tourists in the data

■ 1
■ 0

Through the tourist column, the data filtered, whereby a person who has a nationality and wrote a review of a hotel in the same country is not a tourist, and if otherwise, he is a tourist, in the data We have 35% are non-tourists and 65% are tourists.